



Procurement of web design services

Terms of reference – V21.12.2022



Please send your proposal by 15.01.2023 to info@isocarp-institute.org.

1 Who we are

The ISOCARP Institute is a research organisation operating as a Stichting under Dutch law. As part of our activities, we are involved in a number of projects funded by the European Union. Notably, we and other partners are contracted as a consortium by the European Commission to deliver a research and innovation project called DUST (Democratising jUst Sustainability Transitions). The project focuses on democratic participation in sustainability transitions, particularly in regions dependent on energy-intensive industries.

2 Our need

The ISOCARP Institute's main role in the project is to lead the communication and dissemination activities. To that end, we need to set-up a project website by mid-March 2023, that will be maintained and updated until the project end (January 2026) and stay online until January 2031 (with no updates or maintenance). It will require consistent maintenance and back-end updates until the project end, with larger website updates occurring a year or so into the project.

The project website needs to be registered under the domain name dust.eu (with registration valid until January 2031)



A linked mailbox alias@dust.eu also needs to be created; this should be created early February 2023.

Accessibility options for visually-impaired persons should be considered.

Mobile phone and tablet accessibility should be considered.

3 Purpose of the website

The website will function as the main portal to DUST for the project stakeholders and will be used by project partners as the main tool for communication and dissemination activities. It should:

- Present the main features of the projects (About)
- Introduce 8 case study regions (Case Study Regions)
- Update on project progress (News)
- Collect and disseminate knowledge and Results (Resources) following a second development phase
- Specify other media channels and contact points (Contact)

The back-end interface needs to be user-friendly as it will be accessible to selected project partners tasked with content update. For instance, page design tools in the back-end interface need to provide enough room for adjustment similar to Elementor Pro - 3.7.0 or equivalent.

A two-factor authentication (2FA) should be considered for back-end log-in.

One project partner will have access to the admin back-end.

4 Website audience

One of the key aspects of the website is its accessibility in six languages with a primary version in EN and translated versions in BG, DE, NL, PL and SV.

The EN version targets the following audiences:

- Project partners
- EU policy-makers
- National policy-makers
- Academics

The translated versions target citizens and stakeholders in the 8 case-study region.



5 Visual identity

We have already designed a visual identity for the project. The communities we are working with are the core of our project, therefore we chose a neutral identity to ensure their contributions will be the main focus.

Typography:

Title font: Aglet Sans

Normal font : Bierstadt

Logo:

The final selection of the logo is TBD, however, current ideas can be seen below.

Democratising
Just
Sustainability
Transitions

Democratising
Just
Sustainability
Transitions

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Democratising
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Colours:

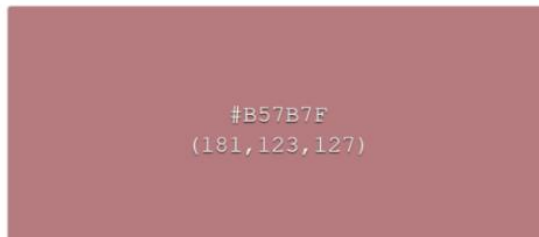
Primary colours for the project can be seen below. These colours are used project literature for titles, headings, etc. These should be used as accents in the website design, but not in large blocks of colour.

Colour 1: #1A959D



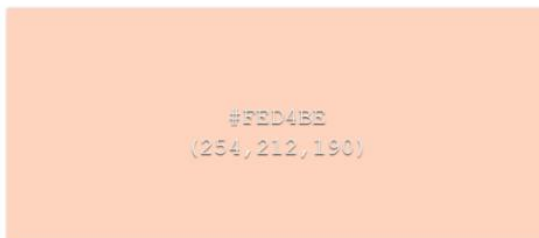
RGB	26	149	157
HSL	0.51	0.72	0.36
HSV	184°	83°	62°
CMYK	0.83	0.05	0.00 0.38
XYZ	17.2593	24.1488	35.6498
Yxy	24.1488	0.2240	0.3134
Hunter Lab	49.1414	-23.3053	-8.6131
CIE-Lab	56.2365	-28.2260	-13.3008

Colour 2: #B57B7F



RGB	181	123	127
HSL	0.99	0.28	0.60
HSV	356°	32°	71°
CMYK	0.00	0.32	0.30 0.29
XYZ	29.9698	25.5220	23.4253
Yxy	25.5220	0.3798	0.3234
Hunter Lab	50.5193	17.4836	7.8713
CIE-Lab	57.5805	23.1607	7.0221

Colour 3: #FED4BE



RGB	254	212	190
HSL	0.06	0.97	0.87
HSV	21°	25°	100°
CMYK	0.00	0.17	0.25 0.00
XYZ	73.7108	71.8755	58.7036
Yxy	71.8755	0.3608	0.3518
Hunter Lab	84.7794	6.8314	18.2916
CIE-Lab	87.9086	11.4932	16.3739



The secondary colour palette below shows the range of colours for use in the website. Again, these should be used for accents and ranges and in moderation. The website should be largely open space, with delicate and complimentary colour usage.



6 Content

Text content and some visuals will be provided by project partners. The content will revolve around updates of the project progression and in each of case study regions. Content will mostly be short text pieces, with some visuals (images and videos).

7 Specific design needs

The centrally featured visual elements of the website should be carefully designed in consultation with us and should follow our chosen colour palette. The style of the website should lean more towards a feeling of “blank canvas”, with a light and spacious feel and organic, delicate design elements. The website should feature a white background, with minimal navigation elements. Its structure and navigation should remain simple and to the point. Accents of colour can be used to focus users’ attention but should blend with contents and design (no bold colours).



The website design should focus on “telling” specific content rather than “showing” infinite content. The landing page should be organised as a “Story-telling module” and could feature the following:

- Chapter component
- Parallax scrolling component
- Location component
- Collection component to display stories or documents
- Timeline component

See related annexes.

8 Languages

The basic website with static content must be available in all 6 languages. Throughout the project, project partners will update additional content in English + target language.

We are thinking of an automatic translation module but are open to suggestions.

9 Timeline

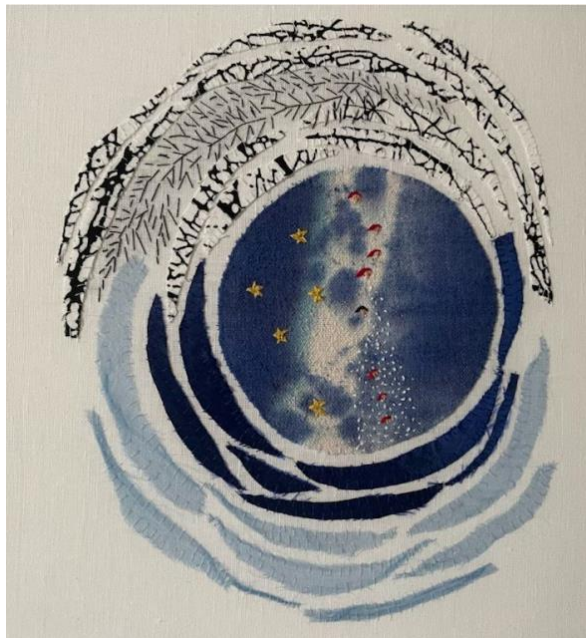
The proposed timeline of the website design is outlined below. Deadlines are fixed and must be met, subject to agreements made in the service contract. Please note this refers only to the initial design and does not outline required inputs for maintenance and updates.

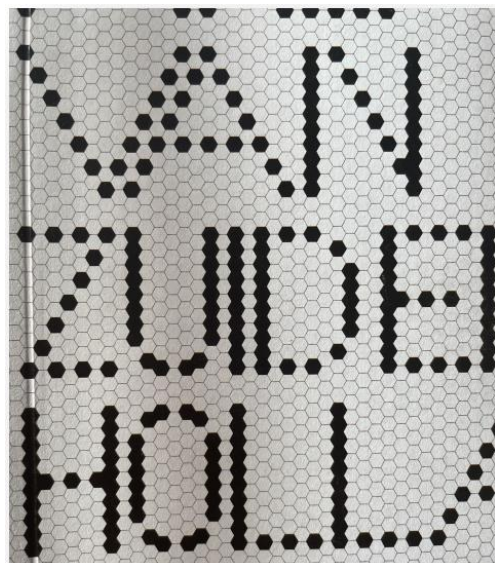
Date	Deadline
15.01.2023	Website proposal
31.01.2023	Selection web-designer
01.02.2023	Service contract signing
28.02.2023	Website first draft delivery
15.03.2023	Website second draft delivery
31.03.2023	Final edits/finalised website



Annexes – Inspirations and concepts

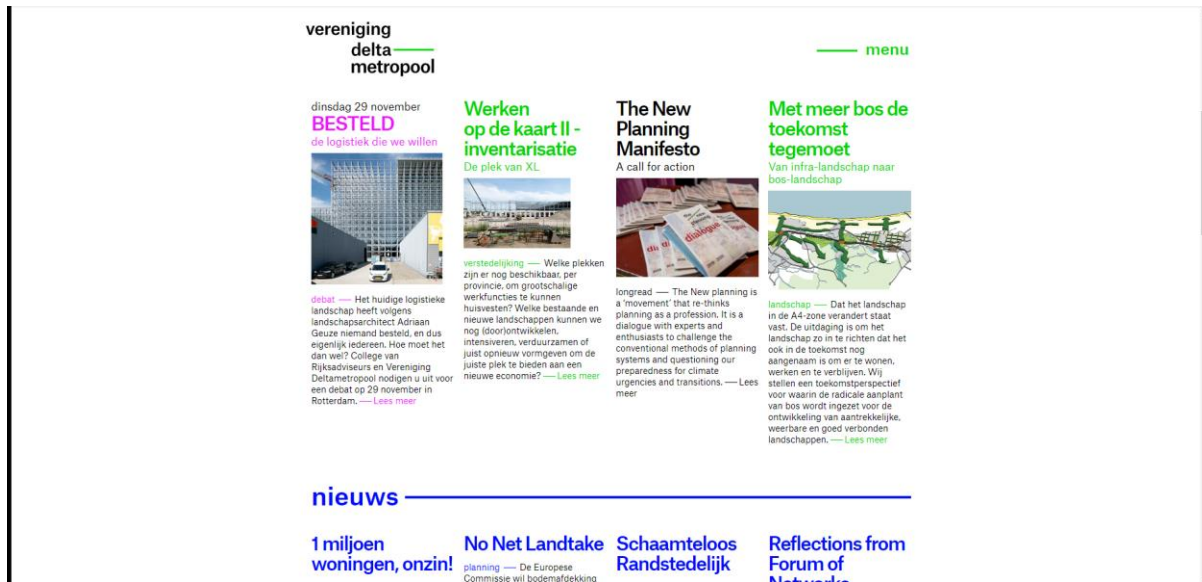
Visual inspirations



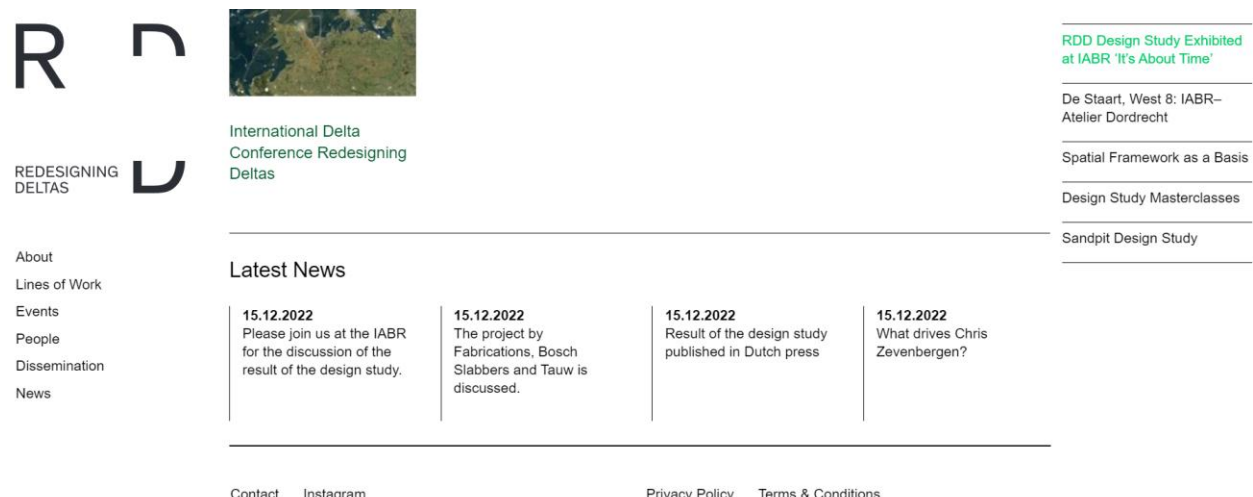




Examples of design



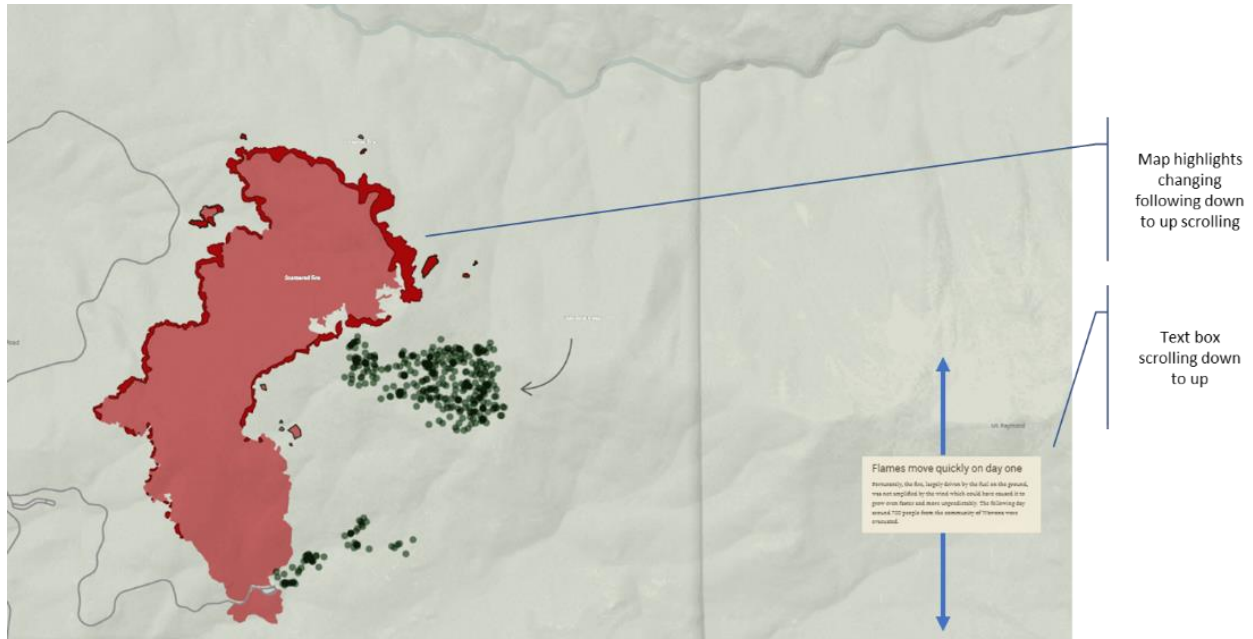
Source: <https://deltametropool.nl/>



Source: <https://www.redesigningdeltas.org/nl/linesofwork/rdd-design-study-exhibited-at-iabr-its-about-time/>

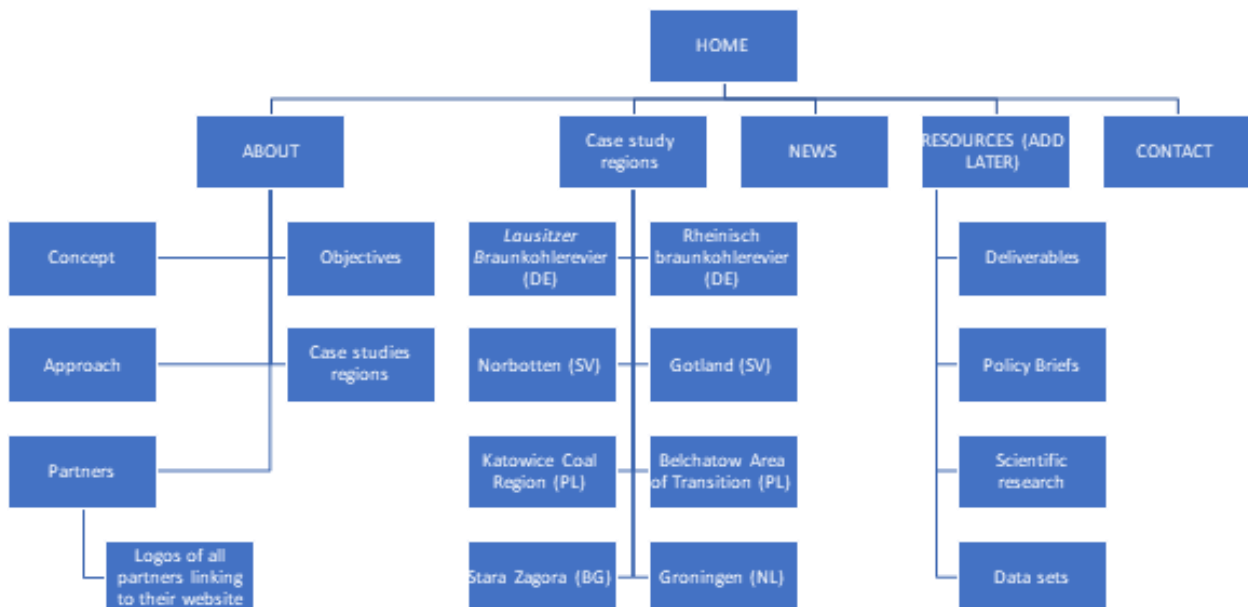


Example of story-telling modules using parallax scrolling



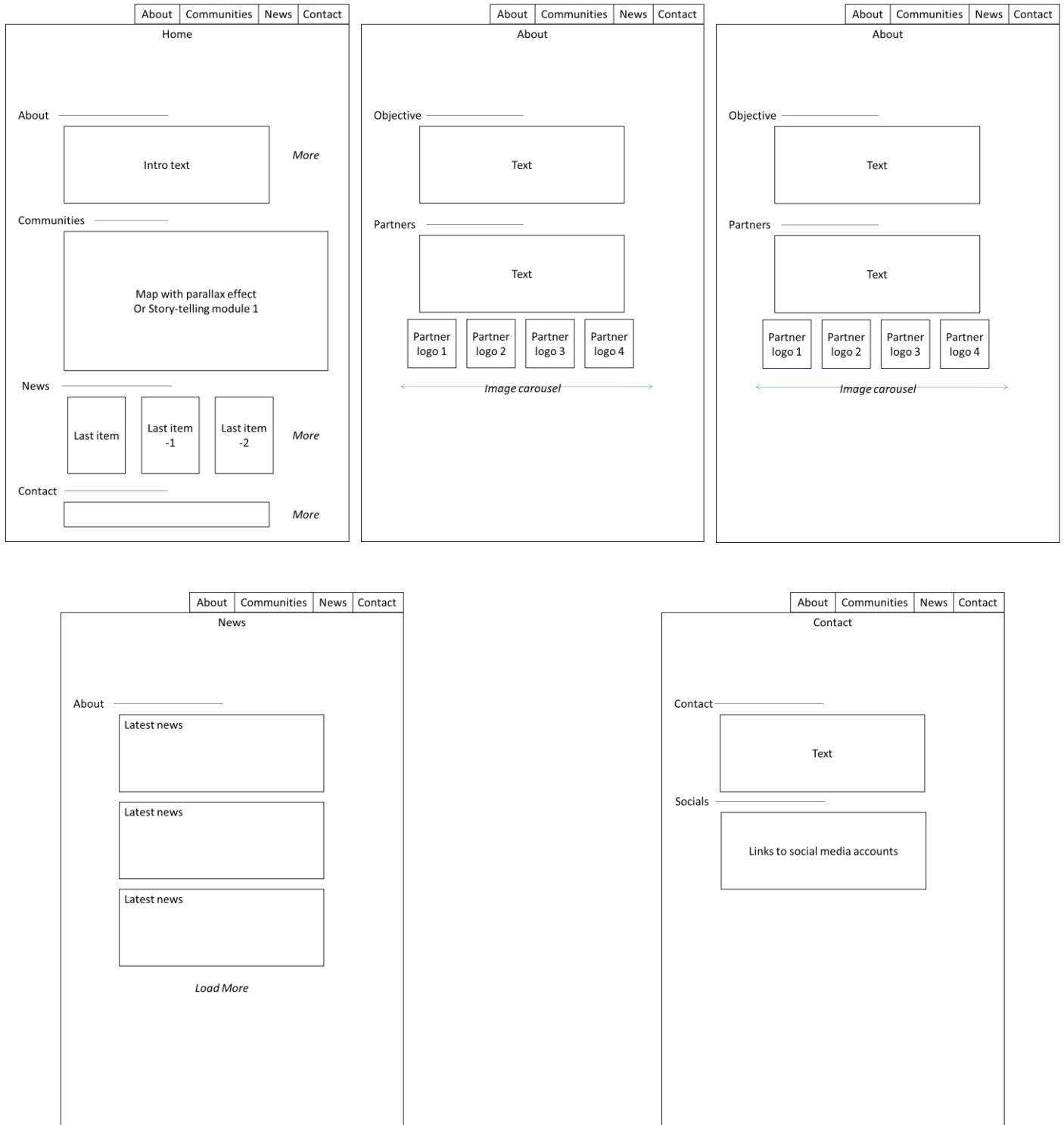
Source: <https://www.reuters.com/graphics/USA-WILDFIRES/YOSEMITE/zjvqkbqodvx/>

Concept structure



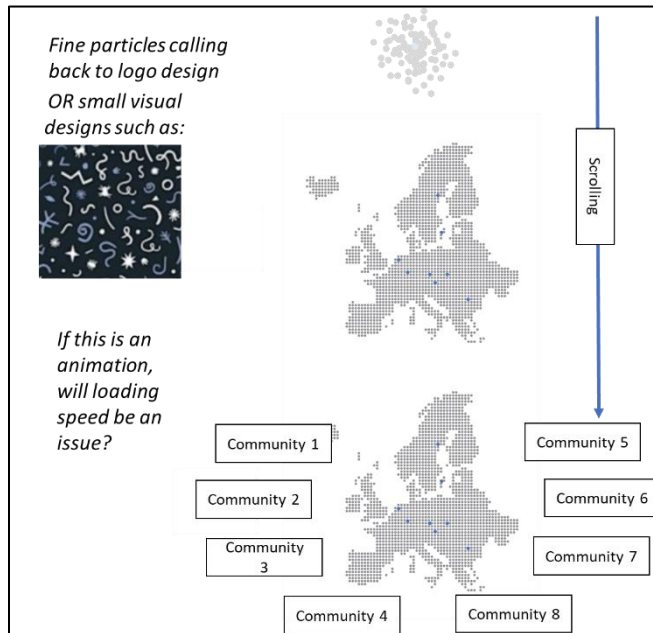


Concept designs

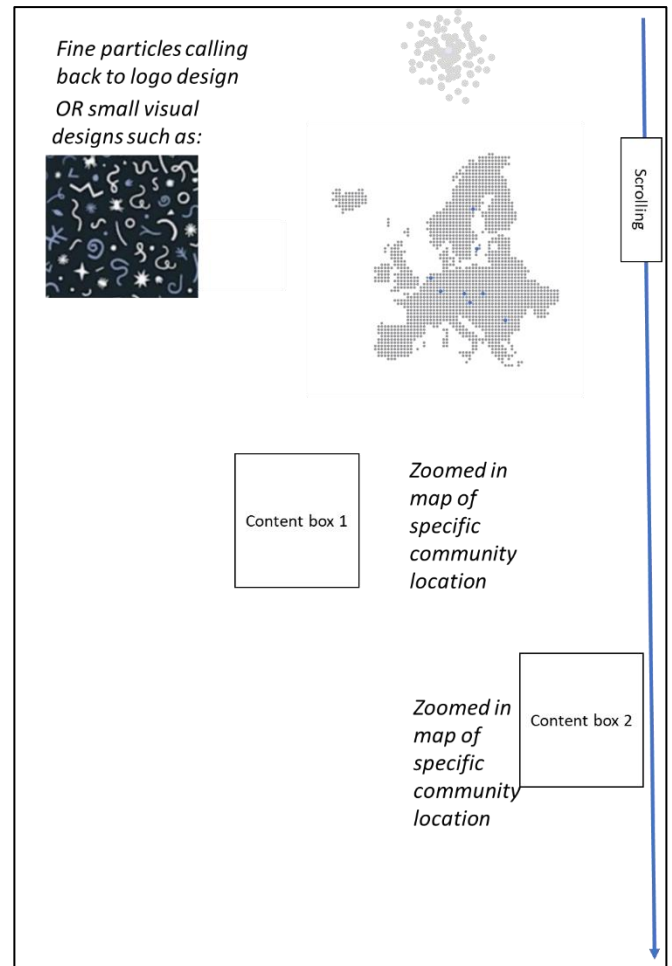




Concept for story-telling modules



Homepage module 1



Module 2 for each community